

## Level of Promotion, Service and Store Atmosphere on Purchase Decisions in Franchise Business (Alfamart) in Rantau Selatan District

Mika Indah Sari Hutauruk<sup>1</sup>, Marlina Siregar<sup>2</sup>, Pitriyani<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Universitas Labuhanbatu, Indonesia

mikaindahsari4@gmail.com, siregarmarlina447@gmail.com, pitriy187@gmail.com

### Abstract

Promotion is a step by the company in communicating with potential buyers. This type of research is quantitative, the place of this research is a franchise (Alfamart) in Rantau Selatan District. Data collection techniques used in the study were observation, documentation and questionnaires using a Likert scale. The population in this study were all consumers who shopped at the franchise (Alfamart) in Rantau Selatan District. The number of indicators in this study is 20 indicators, so a minimum of 20 x 5 or 100 samples is needed. then the sample size in this study was 100 people. The analysis used is multiple linear regression. The results of the regression analysis obtained the t-count value of 2.927 > t table 1.6608. This means that the promotion level variable (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.004 < 0.05, which means the promotion level variable (X1) has a significant effect on the purchasing decision variable (Y). Based on the results of the regression analysis, the t-count value was 4.604 > t table 1.6608. This means that the service variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.000 < 0.05, which means the service variable (X2) has a significant effect on the purchasing decision variable (Y). Furthermore, the results of the regression analysis obtained the t-count value of 3.338 > t table 1, 6608 this means that the store atmosphere variable (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is 0.001 < 0.05, which means the store atmosphere variable (X3) has a significant effect on the purchasing decision variable (Y). Fcount value of 43.378 > Ftable 2.70 with a significance value of 0.000 < 0.05. From these results, it can be concluded promotion level (X1), service (X2) and store atmosphere (X3) simultaneously has a positive and significant effect on purchasing decisions (Y). The value of R Square from the analysis of the coefficient of determination of 0.575 means that work productivity can be explained by the variable promotion level (X1), service (X2) and store atmosphere (X3) of 57.5%, while the remaining 42.5% can be explained by other variables not examined in this study.

### Keywords

promotion level; service; store atmosphere and purchase decision



## I. Introduction

Every business actor definitely needs a thought that is structured, organized and directed in an effort to market their products. Promotion is a step from the company in communicating with potential buyers. In the franchise business (Alfamart), especially in South Rantau District, there is still no sales promotion carried out by Alfamart employees to every corner of the neighborhood located in South Rantau District and Alfamart is still

unable to give gifts to customers who have made shopping transactions with the company. This is still not done because in every Alfamart store there are still no employees who focus on the field of sales promotion and giving gifts to customers has not been realized because there are still no ideas or ideas from the leadership to employees to give gifts to customers. These things are also part of the promotion of a company because the more promotional actions are carried out, the more customers will be curious about the company that is being promoted in the future.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

According to Kotler and Keller (2016) in Benik and Ramadhan, (2018), sales promotion are various short-term incentives to encourage trial or purchase of products or services including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertisements and promotions) and business and sales force promotions (contests for salespeople). According to Alvarez and Casielles (2015:39) promotion is a set of stimuli that are offered spontaneously, and strengthen publicity actions to promote the purchase of certain products. Promotional techniques are intended to have a direct impact on buying behavior. In the study of sales promotion indicators (sales promotion) conducted by the company according to Alma (2015:189-192) consists of (1). Brochure samples, (2). Discounts, (3). Giving gifts, (4). Demo (test drive), (5). Display (display).

Service problems are also still present in the franchise (Alfamart), especially in South Rantau District, such as the cashier not greeting customers who enter the Alfamart store, Alfamart employees are still unfriendly (ignorant) to customers who come to Alfamart and the cashier is still not provide receipts for purchases to customers. Of course this is very influential on customer satisfaction in the services provided by employees who work at Alfamart, because the better the service provided by employees to customers, in the future it will definitely increase the number of purchasing decisions on franchises (Alfamart) in Rantau Selatan District.

According to Shafwan (2018:78) service is a form of consumer assessment of the level of service received (perceived service) with the level of service expected. According to Ladhari in Graha (2016: 311) service is considered an important tool in the retail business because it aims to: to provide more benefits to customers in shopping and good service in providing services to customers can provide satisfaction to customers and help improve competitive advantage in the retail business competition. Measurement of service quality according to Tjiptono (2017:81) consists of tangible (physical evidence), responsiveness, reliability, assurance (guarantee), empathy.

Store Atmosphere also greatly influences consumer purchasing decisions on franchises (Alfamart) in Rantau Selatan District. Store atmosphere that is not good is still found in the franchise (Alfamart) in South Rantau District such as the lighting in the store is still not bright, making it difficult for consumers to see directly the position of the store which is located on the highway, the design and color of the store at Alfamart are still fairly ordinary. Of course, it is a problem for consumers to do shopping on a franchise (Alfamart) in Rantau Selatan District.

According to Berman and Evan translated by Lina Salim (2014: 528) stated that: "Store Atmosphere includes various interior, exterior, layout, store internal traffic, comfort, air, service, music, uniforms, length of goods and so on that attracts consumers and arouses the desire to buy". Another understanding according to J.Paul Peter and Jerry C.Olson

translated by Damos (2014:62) store atmosphere is a physical characteristic that is very important for any retail business consumers want to linger in the store and indirectly stimulate consumers to make purchases. suggested that Store atmosphere is another important element in a retailer's product arsenal. Retailers want to create a unique store experience that fits their target market and drives customers to buy. The following are indicators of Store Atmosphere according to Berman and Evans translated by Alma (2015: 70) are 1. Lighting, 2. Layout of goods, 3. Temperature in the room, 4. Changing room facilities, 5. Design and color shop.

From the problems that have been described previously, of course, it has a very large influence on consumer purchasing decisions on franchises (Alfamart) in South Rantau District. From promotions, services, and Store Atmosphere if each of these things is still good then in the future it can still improve consumer purchasing decisions, if the opposite happens, such as there is still no sales promotion and giving gifts to consumers, the service provided by employees is still bad, store atmosphere is still not effective, it can reduce consumer purchasing decisions for now and in the future.

Drumond (2016: 68)'s buying decision definition is identifying all possible options to solve the problem and assessing the choices systematically and objectively and their goals that determine the advantages and disadvantages of each. According to Griffin and Ebert (2015: 283), the purchase decision is a rational motive involving the logical evaluation of product attributes such as quality, cost and usability, and emotional motives involving non-objective factors and include socialization, imitation of others, and aesthetics. Understanding the purchase decision, according to Kotler and Armstrong (2014:226) is the stage in the buyer's decision-making process where consumers actually buy. According to Kotler & Keller (2016) purchasing decision indicators include 1) Product Selection. 2) Selection of Purchase Channels. 3) Time of purchase. 4) Amount of purchase. 5) Payment Method.

## **II. Research Method**

This type of research is quantitative, the place of this research is a franchise (Alfamart) in Rantau Selatan District. Data collection techniques used in the study were observation, documentation and questionnaires using a Likert scale. The population in this study were all consumers who shopped at the franchise (Alfamart) in Rantau Selatan District. The number of samples required is at least 5 times the number of indicator variables (Ferdinand, 2014). The number of indicators in this study is 20 indicators, so a minimum of  $20 \times 5$  or 100 samples is needed. then the sample size in this study was 100 people. The analysis used is multiple linear regression.

Operational research variables are everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn (Sugiyono, 2017). In this study, researchers used variables which were divided into independent and dependent variables, namely the level of promotion, service and store atmosphere, while the dependent variable used was Purchase Decision. Operationalization of research variables can be seen in table 1 below.

**Table 1.** Operationalization of Research Variables

No	Variable	Variable Definition	Indicator	Measurement
1.	Promotion Level (X1)	Promotion is a set of stimuli that are offered spontaneously, and strengthen publicity actions to promote the purchase of a particular product.	1. Brochure sample, 2. Discount, 3. Gift giving, 4. Demo (test drive), 5. Display (display).	Likert
2.	Service (X2)	Product quality is the totality of features and characteristics of a product or service that is capable of satisfying consumer needs.	1. <i>Tangible</i> (physical evidence), 2. Responsiveness (responsiveness), 3. Reliability (reliability), 4. Assurance (guarantee), 5. Empathy (empathy).	Likert
3.	Store Atmosphere (X3)	Store atmosphere is a physical characteristic that is very important for any retail business, this acts as a creation of a comfortable atmosphere in accordance with consumer desires and makes consumers want to linger in the store and indirectly stimulate consumers to make purchases.	1. Lighting, 2. Layout of goods 3. The temperature in the room, 4. Changing room facilities, 5. Shop design and color.	Likert
4.	Purchase Decision (Y)	Purchasing decisions are all possible options to solve the problem and evaluate the choices systematically and objectively and their goals that determine the advantages and disadvantages of each.	1. Product Selection. 2. Selection of Purchase Channels. 3. Time of purchase. 4. Purchase amount. 5. Payment Method.	Likert

### III. Results and Discussion

#### 3.1 Results

The validity test of the research variables has significant criteria  $> 0.5$ . The validity test in this study was carried out on 30 samples which were carried out outside the characteristics of the respondents. Ghazali (2018) states that the validity test is used as a measure of whether a questionnaire deserves to be declared valid or not. Valid data is data that does not differ between data reported by researchers and data that actually occurs in the object of research.

**Table 2.** Validity Test Results

Indicator	Total Correlation	Sig Criteria	Information
Brochure sample	,979	0.5	Valid
Discount	,960	0.5	Valid
Gift-giving	,952	0.5	Valid
Demo (test drive),	,956	0.5	Valid

Indicator	Total Correlation	Sig Criteria	Information
display	,724	0.5	Valid
Physical evidence	,685	0.5	Valid
response	,866	0.5	Valid
Reliability	,718	0.5	Valid
Guarantee	,796	0.5	Valid
Empathy	,709	0.5	Valid
Lighting	,572	0.5	Valid
Layout	,670	0.5	Valid
Temperature	,717	0.5	Valid
Facility	,601	0.5	Valid
Shop design and colors	,796	0.5	Valid
Product selection	,881	0.5	Valid
Purchase channel selection	,650	0.5	Valid
Purchase time	,607	0.5	Valid
Purchase amount	,786	0.5	Valid
Payment method	,627	0.5	Valid

Information: \*Sig Criteria < 0.5

Source: Research Results, 2022.

Sugiyono (2017) suggests that the reliability test is carried out to find out the results of the measurement are consistent if the same measuring instrument is measured, an indicator in the questionnaire can be accepted if the alpha coefficient has a value > 0.6.

**Table 3.** Reliability Test Results

Variable	Croanbach Alpha (CA)	Information
Promotion Level	,828	Reliable
Service	,790	Reliable
Store Atmosphere	,767	Reliable
Buying decision	,782	Reliable

Information: \*Criteria CA > 0.6.

Source: Research Results, 2022

Table 2 and Table 3 show that all statement items are valid and reliable. The next test uses the classical assumption test with normality. The normality test of this study is contained in the tableOne-Sample Kolmogorov-Smirnov Test:

**Table 4.** One-Sample Kolmogorov-Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.33651083
	Most Extreme Absolute	.063

Differences	Positive	.063
	negative	-.030
Test Statistics		.063
asymp. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. This is a lower bound of the true significance.
- Information: \*p> 0.05.  
Source: Research Results, 2022.

The normality test above uses the Kolmogorov-Smirnov method with a significance value of 0.200 where the result is greater than the 0.05 significance level. So it can be concluded that the normality test in this study is normally distributed. The following is a normality test using a p-plot graph. The results of the multicollinearity test in the study are listed in Table 5:

**Table 5.** Test results Multicollinearity

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1,752	1,623			
	Promotion Level	.256	.088	.264	.545	1,834
	Service	.332	.072	.346	.783	1,278
	Store Atmosphere	.317	.094	.323	.485	2,061

- a. Dependent Variable: Purchase Decision
- Information: \*p< 0.05.  
Source: Research Results, 2022

Table 5 shows that the promotion level variable (X1) has a VIF value < 10 (1,834 < 10) and a value of *tolerance* > 0.1 (0.545 > 0.1), the service variable (X2) has a VIF value < 10 (1,278 < 10) and a tolerance value > 0.1 (0.783 > 0.1), and the store atmosphere variable (X3) has a VIF value < 10 (2,061 < 10) and tolerance value > 0.1 (0.485 > 0.1) so that it can be concluded that there is no multicollinearity. Classical assumption testing with heteroscedasticity test using the glesjer method in this study can be contained in table 6:

**Table 6.** Test results Heteroscedasticity of the Glesjer Method

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.210	1.007		2.194	.031
	Promotion Level	-.049	.054	-.122	-.894	.374
	Service	-.008	.045	-.021	-.181	.856

Store	-.001	.058	-.003	-.020	.984
Atmosphere					

a. Dependent Variable: abs\_res

Source: Research Results, 2022.

The significant value with the glejser method is known that the variable promotion level (X1) of 0.374, service(X2) is 0.856 and store atmosphere (X3) is 0.984. This explains that there is no heteroscedasticity due to the significance value of the variables promotion level (X1), service(X2) and store atmosphere (X3) because it is greater than 0.05. The results of the research analysis by testing multiple linear analysis can be contained in Table 7:

**Table 7.** Results Multiple Linear Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1,752	1,623			
	Promotion Level	.256	.088	.264	.545	1,834
	Service	.332	.072	.346	.783	1,278
	Store Atmosphere	.317	.094	.323	.485	2,061

a. Dependent Variable: Purchase Decision

Information: \*p< 0.05

Source: Research Results, 2021

Based on this value, the following multiple linear regression equation was obtained:  $Y=1.752+0.256X1+0.332X2+0.317X3$ . Table 6 explains that the value of B in promotion rate (B1) of 0.256. The service value (B2) is 0.332. The value of store atmosphere (B3) is 0.317, and the constant value (a) is 1.752. The description of the multiple linear regression equation shows that the variable promotion level (X1), service(X2) and store atmosphere (X3) has a positive direction coefficient towards purchasing decisions (Y).

To test the research hypothesis can be used t test. This test was conducted to analyze the effect of the independent variables, namely promotion level (X1), service(X2) and store atmosphere (X3) partially to the dependent variable, namely the purchase decision (Y). The equation for determining the value of t table can be used as follows:  $df = nk-1 = 100-3-1 = 96$ . After being calculated using this equation, the value of t table is 1.6608. The results of the t test can be loaded in Table 8:

**Table 8.** Result t test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,752	1,623		1.079	.283
	Promotion Level	.256	.088	.264	2,927	.004
	Service	.332	.072	.346	4,604	.000

Store	.317	.094	.323	3.388	.001
Atmosphere					

a. Dependent Variable: Purchase Decision

Information: \* $p < 0.05$

Source: Research Results, 2021

Based on the table, it can be seen that the results of the regression analysis obtained the t-count value of  $2.927 > t\text{-table } 1.6608$ . This means that the promotion level variable (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.004 < 0.05$ , which means the promotion level variable (X1) has a significant effect on the purchasing decision variable (Y). Based on the results of the regression analysis, the t-count value was  $4.604 > t\text{ table } 1.6608$ . This means that the service variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.000 < 0.05$ , which means the service variable (X2) has a significant effect on the purchasing decision variable (Y). Furthermore, the results of the regression analysis obtained the t-count value of  $3.338 > t\text{ table } 1, 6608$ . This means that the store atmosphere variable (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.001 < 0.05$ , which means the store atmosphere variable (X3) has a significant effect on the purchasing decision variable (Y).

The F test was carried out to test the independent variables, namely promotion level (X1), service (X2) and store atmosphere (X3) simultaneously have a significant relationship or not to the dependent variable, namely the purchase decision (Y). As for determining the value of Ftable, the following equation can be used:  $df = k; n - k = 4; 100 - 3 = 3; 97$ . After calculating using this equation,  $F_{table} = (3; 97 - 3)$ , the value of Ftable is 2.70. The results of the F test in this study can be contained in Table 9:

**Table 9.** F. Test Results

		ANOVAa				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239,720	3	79,907	43,378	.000b
	Residual	176,840	96	1.842		
	Total	416,560	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Store Atmosphere, Service, Promotion Level

Information: \* $p < 0.05$

Source: Research Results, 2021.

Table 9 shows the Fcount value of  $43.378 > F_{table} 2.70$  with a significance value of  $0.000 < 0.05$ . From these results, it can be concluded promotion level (X1), service (X2) and store atmosphere (X3) simultaneously has a positive and significant effect on purchasing decisions (Y).

The coefficient of determination is carried out to analyze the contribution of the influence of the independent variables, namely promotion level (X1), service (X2) and store atmosphere (X3) on the dependent variable, namely the purchase decision (Y). The results of the coefficient of determination test can be contained in Table 9:



**Table 10.** Coefficient of Determination Test Results

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 <sup>a</sup>	.575	.562	1.357

a. Predictors: (Constant), Store Atmosphere, Service, Promotion Level

b. Dependent Variable: Purchase Decision

Information: \* $p < 0.05$

Source: Research Results, 2021

The value of R Square from the analysis of the coefficient of determination of 0.575 means that work productivity can be explained by the variable promotion level (X1), service (X2) and store atmosphere (X3) of 57.5%, while the remaining 42.5% can be explained by other variables not examined in this study.

### 3.2 Discussion

The results of the regression analysis obtained the t-count value of  $2.927 > t$  table 1.6608. This means that the promotion level variable (X1) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.004 < 0.05$ , which means the promotion level variable (X1) has a significant effect on the purchasing decision variable (Y). This research was previously conducted by Irene F. Lahensel, Johny AF Kalangi, Aneke Y. Punuindoong (2022) who stated that promotion had a positive and significant influence on purchasing decisions for Pizza Hut Delivery (PHD) Bahu Manado City.

Based on the results of the regression analysis, the t-count value was  $4.604 > t$  table 1.6608. This means that the service variable (X2) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.000 < 0.05$ , which means the service variable (X2) has a significant effect on the purchasing decision variable (Y). This result has also been previously investigated by Sakti B, Saroh S, Krisdianto D (2022) who explained that service has a positive and significant effect on purchasing decisions at Indomaret Dinoyo Malang.

Furthermore, the results of the regression analysis obtained the t-count value of  $3.338 > t$  table 1.6608. This means that the store atmosphere variable (X3) has a positive effect on the purchasing decision variable (Y). Then the significant value is  $0.001 < 0.05$ , which means the store atmosphere variable (X3) has a significant effect on the purchasing decision variable (Y). This result has previously been investigated by Pambudi R, Maddinsyah A (2022) which states that store atmosphere has a positive and significant effect on purchasing decisions at McDonald's Graha Raya Bintaro Branch.

Fcount value of  $43.378 > F$ table 2.70 with a significance value of  $0.000 < 0.05$ . From these results, it can be concluded promotion level (X1), service (X2) and store atmosphere (X3) simultaneously has a positive and significant effect on purchasing decisions (Y).

The value of R Square from the analysis of the coefficient of determination of 0.575 means that work productivity can be explained by the variable promotion level (X1), service (X2) and store atmosphere (X3) of 57.5%, while the remaining 42.5% can be explained by other variables not examined in this study.

## IV. Conclusion

1. The level of promotion has a positive and significant effect on purchasing decisions at the Franchise Business (Alfamart) in Rantau Selatan District
2. Service has a positive and significant impact on purchasing decisions at the Franchise Business (Alfamart) in Rantau Selatan District
3. Store Atmosphere has a positive and significant effect on purchasing decisions at the Franchise Business (Alfamart) in Rantau Selatan District
4. Promotion level, service and store atmosphere simultaneously have a positive and significant impact on purchasing decisions at the Franchise Business (Alfamart) in Rantau Selatan District

## Acknowledgments

Thanks are addressed to Labuhanbatu University, Franchise (Alfamart) Rantau Selatan District.

## References

- Alma, B. (2015). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Alvarez, L.S., Casielles, R.V., & Mart´ın, A.M.D. (2015). Analysis of The Role of Complaint Management in The Context of Relationship Marketing. *Journal of Marketing Managemen*. Vol. 27, Nos. 1–2, February 2011, 143–164.
- Amin, M. et al. (2019). Marketing Communication Strategy To Improve Tourism Potential. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. P. 160-166.
- Barry Berman dan Joel R.Evans, 2014. “Retail Management” Dialih bahasakan oleh Lina Salim, 12 th. Edition. Jakarta; Pearson
- Bernik, M., Ramadhan., M., (2018) Pelaksanaan Bauran Promosi Pada Produk Beras Untuk Meningkatkan Omzet Penjualan (Studi Pada PT. Nazar Bahana Persada)., <https://e-journal.unair.ac.id › download › pdf>
- Drumond. 2016 *Metode Penelitian Bisnis 5th ed*. Jakarta. Gramedia Pustaka Utama
- Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*, Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin dan Ebert. 2015 *Bisnis*, Alih Bahasa Rd. Soemarnagara, Jakarta, Erlangga
- Irene F. Lahensel, Johny A. F. Kalangi, Aneke Y. Punuindoong (2022), Pengaruh Promosi Terhadap Keputusan Pembelian Pizza Hut Delivery (PHD) Bahu Kota Manado, <https://ejournal.unsrat.ac.id/index.php/productivity/article/view/38134>
- Pambudi R, Maddinsyah A (2022), Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Pada McDonald’s Cabang Graha Raya Bintaro, <http://www.openjournal.unpam.ac.id/index.php/JEE/article/view/17131>
- Peter, J. Paul dan Jerry C Olson. 2011. *Perilaku Konsumen Dan Strategi Pemasaran* Buku 2, ed. 9, Alih Bahasa: Damos Sihombing, (2014), Erlangga, Jakarta.
- Philip, K, and Keller, K.L, (2016). *Marketing Managemen*, 15th Edition, Pearson Education,Inc.
- Philip, K, dan Armstrong, G, (2014), *Principles of Marketin*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta: Erlangga.

- Sakti B, Saroh S, Krisdianto D (2022), Pengaruh Lokasi, Suasana Toko, Dan Pelayanan Terhadap Keputusan Pembelian Di Indomaret Dinoyo Malang, <http://riset.unisma.ac.id/index.php/jiagabi/article/view/15017>
- Shafwan., P., N., (2018). *Analisis pengaruh kualitas pelayanan, fasilitas dan lokasi terhadap kepuasan pelanggan di SPBU 54.681.08 desa tanggul kulon kec. tangguk kab jember.*
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Bandung: PT Alfabet.
- Tjiptono., F. (2017). *Service Manajemen mewujudkan layanan prima.* Yogyakarta: cv Andi offset.